

## **Marketing Committee**

The Marketing Committee will explore and implement traditional and innovative strategies to share Council goals and actions in a relevant and high-impact way with its targeted audiences.

The committee will advise on the following activities:

- Development of a marketing/outreach plan, including defining target audiences. Revise when necessary
- Identify optimal method for reaching specific audiences (i.e., TV, Spanish radio, Facebook, Instagram, newspaper, press releases, churches...)
- Develop high-impact ideas for promotion of Council grantee projects, research reports, events, education trainings, webinars, etc.
- Identify indicators to track on marketing efforts and audience engagement
- Forge strategic partnerships with specific organizations state-wide to cross-promote events, projects, etc.
- Highlight innovative programs, organizations, individuals, and families to educate the community and the Council on best practices
- Recognizing timely and important events and how the Council can align its message with real world events to establish relevance
- Use of story-telling; how and when it should be used
- How to reach out to linguistically and culturally under-served communities (e.g., tribal, African American, Latino, deaf/hard of hearing, etc)
- Will conduct market research, when necessary, to ensure the Council is effective in reaching its goals and to identify other goals the Council may want to pursue